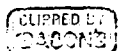


Who will win the biggest markets in snacks this year ?

SNACK FOOD
NOV. 4, 1968

NOV 1968



The most sophisticated packagers. The companies whose packages have enough design appeal and appetite appeal to set them off from the hundred other snack packs on the shelf.

And to help you make your snacks best sellers, the American Management Association is offering an informative three-day Briefing Session . . .

SNACKS—MORE EFFECTIVE MARKETING THROUGH BETTER PACKAGING

December 16-18, 1968 Barbizon-Plaza Hotel,
New York City

This Briefing will feature speakers who are authorities on the successful marketing of snack food. They'll discuss such topics as:

- What you should know about today's market—and the market of the future. Where the opportunities are and will be. What to expect in package standardization.
- The job packaging has to do for store distribution . . . for vending applications.
- New films and other new materials and developments in snack packaging.
- The importance of film selection, automation, cost factors and control—for packaging more efficiently and economically.
- How to use the full sell potential of graphic design.

If you want to upgrade your packaging, you'll find this meeting invaluable. Select a team of your most forward-looking managers to attend.

TO REGISTER, use the convenient business reply card. Or, for immediate confirmation of your reservations, wire or phone AMA's Seminar Registrar in New York City (212-JU 6-8100).

Leading the meeting are two distinguished authorities in the field of snack foods: Richard Hoffman, Group Marketing Manager with Fairmont Foods Company; and Gary L. Larson, Editor of SNACK FOOD Magazine. Guest Speakers at the meeting will include Eric Badelund, Weights & Measures Coordinator with the National Bureau of Standards; Donald F. Chambless, Chairman of the Board with Snack Products, Incorporated; William Gouled, Vice-President of Sales Promotion for Macke Company; Glen Sontag, National Director of Design with Milprint, Incorporated; Gene Weaver, Packaging Manager for Wise Potato Chip Company; and Richard J. Minnium, Market Manager of Snack Foods for Film Operations, American Viscose Division, FMC Corporation; Harry Flynn, National Grocery Sales Manager, The Grand Union Company.

AMERICAN MANAGEMENT ASSOCIATION